

CONTRACT



WAVE-TV
725 South Floyd Street
Please use this for correspondence only
Louisville, KY 40203
(502) 585-2201

wave3.com

And:

Strategic Media Placement, LLC
3946 North Hampton Dr.
Powell, OH 43065

<u>Contract / Revision</u> 808107 /		<u>Alt Order #</u> 06274356
<u>Product</u> MIKE PENCE FOR GOVER		
<u>Contract Dates</u> 08/14/12 - 08/27/12		<u>Estimate #</u> 2593
<u>Advertiser</u> Pence, Mike for Governor		<u>Original Date / Revision</u> 08/13/12 / 08/14/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Calendar	<u>Cash/Trade</u> Cash
<u>Station</u> WAVE	<u>Account Executive</u> meghan mcgarr	<u>Sales Office</u> HRP-Washingto
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WAVE	08/14/12	08/15/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	2	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TW----				2	\$225.00			
N 2	WAVE	08/20/12	08/24/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	3	\$675.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-W-F--				3	\$225.00			
N 3	WAVE	08/27/12	08/27/12	WAVE Sunrsie III 6-7am	6-7am		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$225.00			
N 4	WAVE	08/14/12	08/17/12	NBC Today Show	7-9am		:30			NM	3	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-TF--				3	\$300.00			
N 5	WAVE	08/21/12	08/23/12	NBC Today Show	7-9am		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-T-T---				2	\$300.00			
N 6	WAVE	08/27/12	08/27/12	NBC Today Show	7-9am		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$300.00			
N 7	WAVE	08/14/12	08/14/12	3-4pm (Mon-Fri)	3-4pm		:30			NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-1-----				1	\$140.00			
N 8	WAVE	08/20/12	08/22/12	3-4pm (Mon-Fri)	3-4pm		:30			NM	2	\$280.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-W----				2	\$140.00			
N 9	WAVE	08/27/12	08/27/12	WAVE 3 News 5-530pm	5-530pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$300.00			
N 10	WAVE	08/15/12	08/17/12	WAVE 3 News 530-6pm	530-6pm		:30			NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W-F--				2	\$300.00			
N 11	WAVE	08/21/12	08/21/12	WAVE 3 News 530-6pm	530-6pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions.

This station does not discriminate in advertising contracts on the basis of race or ethnicity. Any provision in any order or agreement for advertising that purports to discriminate on the basis of race or ethnicity, even if handwritten, typed or otherwise made a part of a particular contract, is hereby rejected.

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Contract / Revision 808107 /		Alt Order # 06274356
Contract Dates 08/14/12 - 08/27/12		Product MIKE PENCE FOR GOV
Advertiser Pence, Mike for Governor		Estimate # 2593
		Original Date / Revision 08/13/12 / 08/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Totals	
											Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-1-----				1	\$300.00			
N 12	WAVE	08/14/12	08/16/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-T---				2	\$400.00			
N 13	WAVE	08/20/12	08/24/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	M-WTF--				4	\$400.00			
N 14	WAVE	08/27/12	08/27/12	WAVE 3 News 6-630pm	6-6:30pm		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$400.00			
N 15	WAVE	08/18/12	08/18/12	WAVE 3 News 6pm-Sat	6-7p		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----1-				1	\$300.00			
N 16	WAVE	08/19/12	08/19/12	WAVE 3 News 6pm-Sun	6-630pm		:30			NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----1				1	\$300.00			
N 17	WAVE	08/14/12	08/17/12	Late News M-F	11-1136p		:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-TW-F--				3	\$350.00			
N 18	WAVE	08/20/12	08/24/12	Late News M-F	11-1136p		:30			NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MTW-F--				4	\$350.00			
N 19	WAVE	08/27/12	08/27/12	Late News M-Sat	11-1136pm		:30			NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$350.00			
N 20	WAVE	08/25/12	08/25/12	NBC Saturday Today Show	7-9am		:30			NM	1	\$180.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	-----1-				1	\$180.00			
N 21	WAVE	08/14/12	08/16/12	WAVE 3 @ 7 PM	M-F 6:58-7:27 PM		:30			NM	2	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-T---				2	\$425.00			
N 22	WAVE	08/20/12	08/23/12	WAVE 3 @ 7 PM	M-F 6:58-7:27 PM		:30			NM	3	\$1,275.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/20/12	08/26/12	MT-T---				3	\$425.00			
N 23	WAVE	08/27/12	08/27/12	WAVE 3 @ 7 PM	M-F 6:58-7:27 PM		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$425.00			
N 24	WAVE	08/15/12	08/24/12	WAVE 3 News 730-8pm (M-FM-F 7:30-8:00 PM			:30			NM	4	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	--W-F--				2	\$325.00			
Week:		08/20/12	08/26/12	--W-F--				2	\$325.00			
N 25	WAVE	08/27/12	08/27/12	WAVE 3 News 730-8pm (M-FM-F 7:30-8:00 PM			:30			NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/27/12	09/02/12	1-----				1	\$325.00			
N 26	WAVE	08/19/12	08/19/12	NFL Pre-Season Football	NFL Pre-Season F		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-----1				1	\$1,200.00			
Totals											49	\$16,525.00

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Contract / Revision	Alt Order #
808107 /	06274356

Contract Dates	Product	Estimate #
08/14/12 - 08/27/12	MIKE PENCE FOR GOV	2593

Advertiser	Original Date / Revision
Pence, Mike for Governor	08/13/12 / 08/14/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
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Time Period	# of Spots	Gross Amount	Net Amount
08/01/12 - 08/27/12	49	\$16,525.00	\$14,046.25
Totals	49	\$16,525.00	\$14,046.25

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☐

FEDERAL CANDIDATE

☒

STATE/LOCAL CANDIDATE

To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3

Station and Location:	Date:
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I, KEGAN BERAN / WHITNEY EVERSOLE,

being/on behalf of: MIKE PENCE, a legally

qualified candidate of the REPUBLICAN political

party for the office of: GOVERNOR OF INDIANA

in the GENERAL

election to be held on: NOVEMBER 6, 2012

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

Total Charges:

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

I represent that the payment for the above described broadcast time has been furnished by:

Mike Pence for Indiana, PO Box 1038, Anderson, IN 46015 | (765) 643-9503

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Fred S Klipsch

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

To Be Signed By Candidate or Authorized Committee

5/11/12

Date



Signature

To Be Signed By Station Representative

☐ Accepted

☐ Accepted in Part

☐ Rejected

Signature

Printed Name

Title